

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
19 May 2005 (19.05.2005)

PCT

(10) International Publication Number
WO 2005/045721 A1

(51) International Patent Classification⁷: **G06F 17/60**

(21) International Application Number:
PCT/KR2004/002840

(22) International Filing Date:
4 November 2004 (04.11.2004)

(25) Filing Language: Korean

(26) Publication Language: English

(30) Priority Data:
10-2003-0078299 6 November 2003 (06.11.2003) KR
10-2004-0004344 20 January 2004 (20.01.2004) KR

(71) Applicant and

(72) Inventor: PARK, Jong-do [KR/KR]; 207-211, Woobang Town, Suseongjigu-1-cha, 60 Hwanggeum-dong, Suseong-gu, Daegu 706-040 (KR).

(74) Agent: LEE, Houn-Su; BYC Bldg. 404, 648-1, Yeoksam-dong, Gangnam-gu, Seoul 135-080 (KR).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

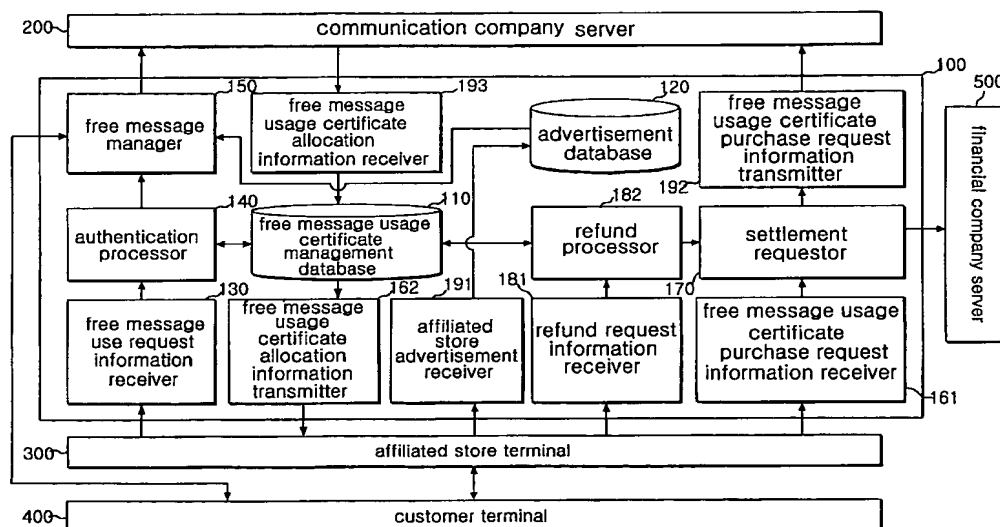
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: SERVICE SYSTEM AND MOBILE COMMUNICATION TERMINAL FOR FREE USING OF DATA COMMUNICATION



(57) Abstract: Disclosed herein are an advertisement-linked free message provision system and a mobile communication terminal. In the advertisement-linked free message provision system, a customer receives a free message content linked to an advertisement of an advertiser, or affiliated store, through a customer terminal and propagates the advertisement of the advertiser and free messages to other parties, typically his/her acquaintances, using the received free message content. Therefor, the customer can send messages free of charge, and the advertiser, or affiliated store, can maximize advertising effects and thus gain an opportunity to win over new customers, which leads to an advanced mobile target marketing advertising activity over an existing one-to-one target marketing advertising activity.